

"Click" Your Way To Success, Happiness

"Clicking" means to get in step with one's life, to adjust all parts until — "click!" — all seems right with the world. Authors Faith Popcorn and Len

Margold explain their rather unconventional idea in their book, "Clicking — 10 Trends to Follow For Your Life, Your Work, and Your Business."

RESTAURANT FEATURE

INvironment™ HOTLINE Leads Texan To Address Air Quality Issue

Quick and Easy HVAC Answers in 10 Minutes

First impressions can make or break an establishment. From the moment guests open the door, they begin judging the quality of your facility and their dining experience.

And if, upon entering, they're greeted by stale, stagnant air, you're going to lose the race before the gun goes off. Positive impressions made by great food and professional service are difficult to maintain in an environment marred by poor air quality.

Heating, ventilation and air conditioning (HVAC) issues can be a daunting topic to restaurants. Just ask George Smith, proprietor of Wizard's restaurants, whose search for a quick and easy source of information on HVAC topics began over a year ago.

Smith entered the hospitality industry nine years ago with a degree in business and the philosophy that all customers, without exception, deserve the best possible service. Through developing two Wizard's Sports Cakes and five Wizard's Billiard and Games, Smith has perfected almost every aspect of his product and service.

Different Stories

Last September, however, he found himself wondering how to improve air quality in his newest restaurant, Wizard's

Sports Cafe in Richardson, Texas. Not once during his years as a proprietor had he been able to find a way to address poor indoor air quality — and he was growing frustrated. "I guarantee you, if you talk to 10 HVAC engineers, you'll get 10 different stories about how to improve your heating, ventilation and cooling system," laments Smith.

After speaking with numerous engineers and neighboring restaurants, he had almost given up on addressing the issue at all. "I heard all sorts of horror stories," said Smith, who was prepared to invest the time and resources needed to create a pleasant environment but didn't want to spend his life's savings.

About that time, Smith became a participant in The Accommodation Program. He called the Program's INvironment™ HOTLINE and reached air quality expert George Benda. "Finally," Smith said, "I felt I had looked up with someone who made sense."

Outside Air

Benda told Smith to take more outside air into his system and switch to HEPA filters. Smith reported great results almost immediately. "I found out so much useful information in 10 minutes with George than I did in 10 conversations with other engineers," Smith said.

Hospitality Industry

The book examines 10 provocative (but not too far out!) trends that can help you "click" into the future. Of particular interest to the hospitality industry is a chapter on "pleasant revenge" — the trend where people return to forbidden pleasures, like fat-filled ice cream and caffeinated coffee. This includes the return of the "pleasant smoker." With government smoking regulations being mandated in states and across the country, it is increasingly difficult for hospitality establishments to serve the preferences of these "clickers." Where smoking is permitted, the authors suggest some interesting ideas such as hosting events like "vape nights."

Popcorn and Margold are executives at Brainstormers, a marketing consultancy in New York. Their firm helps Fortune 500 companies prepare for the future by testing and responding to trends, and offer similar advice for individuals who pursue happiness and success in their personal lives.

"Clicking" is published by HarperCollins.

"We're here to help Accommodation Program participants like George Smith find innovative, cost-effective options for their indoor air management needs," Benda said. "Sometimes the best way to successfully address an issue is to talk one-on-one with a professional who has direct experience in a given field."

Do you know about INvironment™

The INvironment™ HOTLINE is sponsored by The Accommodation Program. It is operated by Charles Group, Ltd., an environmental quality consulting firm based in Illinois. George Benda is chairman and CEO.

To get answers to your own HVAC questions, call The Accommodation Program's free INvironment™ HOTLINE at 1-800-722-9001.

COMMENTARY



Don Harris
CEO, Bowling Proprietors' Association of America

As the CEO of the Bowling Proprietors' Association of America

I am often asked by colleagues and bowling center operators alike how we at the BPA intend to promote recreational bowling and increase participation in the sport. I know our XXX number bowling centers do a great job in providing the best entertainment experience available, but I also know that, as an industry, we can do better.

Customers Want Choice

How can we do better? I think that part of the answer lies in the philosophy of accommodation, which provides meeting the preferences of all customers and which is so widely embraced by this program from Philip Morris. The Accommodation Program helps bowling proprietors create smoking policies that accommodate all customers, whether they choose to smoke or not. The underlying theme here is choice, and, as business professionals everywhere will tell you, customers want choice.

In our business, non-smokers will participate if they feel there are recreation options available — can they bowl anytime they want to, are there if they want to, or participate in recreational

activities at our facilities other than bowling? Once planning new professional baseball facilities are considering including such options is in-seat computers, where fans can get a week's market update before leaving. Can we take a lesson from this kind of thinking? We must.

As the second millennium draws close, the sheer number of different entertainment options available to our customers demands that bowling center proprietors be committed to accommodating the public's demand for choice, choices and yet more recreational choices. Let's make sure we respond to this challenge. When we do, we will secure happy customers, and a stronger industry.